
Lobby Branding Sign Installation Guide

A Word from Commissioner Moravec

The Public Buildings Service oversees and maintains more than 300 million square feet of Federal workspace. Some of these facilities are GSA owned. Others are leased. Some, like our courthouses, play important ceremonial roles in their communities. Others serve the day-to-day needs of our customer agencies and the American taxpayer with a quieter public presence. What unites them is that each property reflects the high quality brand of GSA management.

As a demonstration of commitment to our customers and the service we provide, PBS has developed a branding program to identify each building in which GSA has a management presence. Placed in a prominent location in a building's lobby, each plaque will reinforce GSA's role as the nation's largest property manager.

Property Managers should follow the guidelines for the type of plaque that has been determined for use in their building--either wall mounted or stanchion mounted. The standard material for the plaques is stainless steel. Bronze and brass plaques are available for installation in properties where the existing building finishes are closer to that palette. Typically, the plaques will be wall mounted. However, in some historic buildings or locations with irregular wall finishes, stanchions will be provided for display. I encourage you to contact your Region's First Impressions Champion and building signage coordinator on the placement of these signs or with other questions you may have.

Our mission is to deliver a superior workplace to the Federal worker and at the same time superior value to the American taxpayer. Our vision is to be the highest performing real estate organization in the world. Like you, I am proud of the work of our PBS workforce and the products and services we deliver to our Federal customers. This branding initiative speaks to that pride and our commitment to providing superior property management for each and every building entrusted to us by the nation.

F. Joseph Moravec
Commissioner, Public Buildings Service



Plaque Signs.

Finding the correct location.

Plaques should be hung in a prominent location on a clean, uncluttered wall or column near a main entrance or information desk in lobby area.

Plaques **should not** be placed near to other sign elements or art objects.

Sightlines to the area should be unobstructed by architectural elements or other free standing objects.

On columns or short walls, plaques should be centered. For longer walls, plaque should be carefully mounted so that it enhances the space. Please contact your Regional First Impressions Champion if you are unsure where to locate the plaque. Historic properties should also contact their Regional historic preservation officers prior to mounting their plaques.

Things to do before mounting plaque.

Plaques should be mounted at a consistent 5'-0" foot height at all buildings. This will be where the the bottom of the plaque will be. Mark off center of area and then mark edges of plaque 6" from center on either side.

Use a level to ensure sign will be straight before removing backing from adhesive tape. Bond strength is developed by firm pressure. Bonding surface must be clean, dry and well unified. Typical surface cleaning solvents are isopropyl alcohol and water (rubbing alcohol) or heptane. Be sure to follow manufacturer's precautions and directions for use when using solvents.

U.S. General Services Administration

First Impressions Program
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Plaque Sign Specification
April, 2003



Stanchion Signs. Finding the correct location.

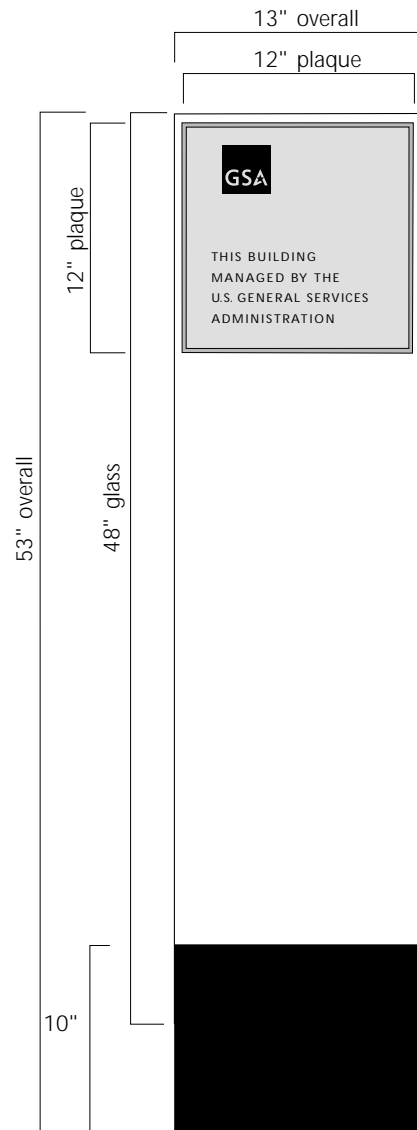
Stanchions should be located in a prominent, uncluttered location near a main entrance or information desk.

Stanchion **should not** be placed in an area that would disrupt circulation patterns or where it is likely to be bumped or jostled. Stanchion bases have been weighted to provide extra stability, but sign should still be placed in a prominent but safe location to avoid accidental damage.

Sightlines to the area should be unobstructed by architectural elements or other free standing objects.

Things to do if mounting plaque to stanchion.

Plaques should arrive pre-mounted on the stanchions. If not, mark off center of area and then mark edges of plaque 1/2" from top and each side of glass panel. Use a level to make sure sign will be straight before removing backing from adhesive tape. Repeat process for blank plaque on back side of glass making sure that both plaques align. Bond strength is developed by firm pressure. Bonding surface must be clean, dry and well unified. Typical surface cleaning solvents are isopropyl alcohol and water (rubbing alcohol) or heptane. Be sure to follow manufacturer's precautions and directions for use when using solvents.



Description of interior wall plaque:

Size:

12"h x 12"w x 1/8"th

Material:

1/8" thick stainless steel (alternately bronze or brass)
Material should coordinate with architectural finishes in lobby.

Finish:

Satin #4 finish on face with 45° beveled and polished edges.
(Alternately bronze w/gloss #6 finish; brass w/gloss #4 finish.)

Mounting:

Adhesive tape mount.

Description of stanchion sign:

Size:

12"h x 12"w x 1/8"th (engraved plate)
(1) 12"h x 12"w x 1/16"th (blank plate)

Material:

1/8" or 1/16" thick stainless steel (alternately bronze or brass).

Finish:

Front panel-Satin #4 finish on face with polished frame and graphic elements, back panel blank with satin finish.
(Alternately bronze w/gloss #6 finish; brass w/gloss #4 finish.)

Mounting:

Adhesive tape mount to glass on both sides inset 1/2" from top and sides.

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Regional Signage Coordinators and First Impressions Champions

Region 1	Regional Signage Coordinator:	Marjorie Mills	(617) 565-8282
	First Impressions Champions:	Kevin McGill Wally Rogowicz	(860) 240-3575 (603) 666-7584
Region 2	Regional Signage Coordinator:	Shirley Harmon	(212) 264-9651
	First Impressions Champions:	Manuel Massa Brian Tait	(212) 264-8785 (973) 645-2413
Region 3	Regional Signage Coordinator:	Jeannine Atwell	(215) 446-2841
	First Impressions Champions:	Laura Park Smith Abby Smith	(215) 446-4703 (215) 446-4585
Region 4	Regional Signage Coordinator:	Brandy Murray	(404) 331-0432
	First Impressions Champions:	Beverly Bell Jack Odom Alisa Scalley	(404) 331-3120 (405) 331-5132 (404) 331-6386
Region 5	Regional Signage Coordinator:	Richard Gee	(312) 353-0936
	First Impressions Champions:	Bob Theel Michael J. Czosnyka Richard Gee Fred Yonke	(312) 353-1445 (312) 353-0595 (312) 353-0936 (312) 886-5527
Region 6	Regional Signage Coordinator:	Theresa Pool	(816) 823-2236
	First Impressions Champions:	George Gourse David Fellers	(816) 823-2262 (816) 823-2244
Region 7	Regional Signage Coordinator:	Keith Andreucci	(817) 978-4311
	First Impressions Champions:	Keith Andreucci Carolyn Smith Christy Hoover Ron Lane	(817) 978-4311 (817) 978-7483 (214) 767-8165 (817) 978-4323
Region 8	Regional Signage Coordinator:	Al Camp	(303) 236-7070 x257
	First Impressions Champions:	Arlene Graham Al Camp Jonna Larson	(303) 236-7250 x336 (303) 236-7070 x257 (303) 236-8000 x2239
Region 9	Regional Signage Coordinator:	Rebecca O'Dell	(415) 522-3337
	First Impressions Champions:	Keith Lew	(415) 522-3147
Region 10	Regional Signage Coordinator:	Ross Buffington	(253) 931-7261
	First Impressions Champions:	Gerald Takasumi Patrick D. Clark Carmie Simons	(253) 931-7340 (253) 391-7725 (253) 931-7374
National Capitol Region	Regional Signage Coordinator:	Pamela Thorpe	(202) 708-8524
	First Impressions Champions:	Patricia L. Daniels	(202) 205-5857